WXYZ

ORDER

Flight Dates **09/19/12-09/25/12**

Contract / Revision **304352** /

Original Date / Revision
07/11/12 09/14/12

Advertiser **Citizens Protecting Michigar**

Agency **Strategic Media Services**

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product
Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-4
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	57	$57,885.00	$68,100.00	0.00
Totals	57	$57,885.00	$68,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	57	$57,885.00	$68,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 1	WXYZ	09/19/12	09/25/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11111--	:30	5	$1,600.00	P-4	0.00	NM	5	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	--111--	3	$1,600.00	0.00									
Week:	09/24/12	09/30/12	11-----	2	$1,600.00	0.00									
N 2	WXYZ	09/20/12	09/20/12	5am News M-F 5am News M-F	CM	5-6am M-F	---T---	:30	1	$400.00	P-4	0.00	NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	---T---	1	$400.00	0.00									
N 3	WXYZ	09/19/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	$650.00	P-4	0.00	NM	5	$3,250.00

WXYZ

Contract / Revision **304352** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 07/11/12 / 09/14/12 Order Sep 00:20:00

Advertiser **Citizens Protecting Michiga** Product **Citizens Protecting Michiga** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 3	WXYZ	09/19/12	09/25/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	$650.00	P-4	0.00	NM	5	$3,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$650.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$650.00	0.00									
N 4	WXYZ	09/19/12	09/25/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	$650.00	P-4	0.00	NM	5	$3,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$650.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$650.00	0.00									
N 5	WXYZ	09/19/12	09/25/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1111--	:30	4	$700.00	P-4	0.00	NM	4	$2,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$700.00	0.00									
	Week: 09/24/12	09/30/12	-1-----	1	$700.00	0.00									
N 6	WXYZ	09/19/12	09/25/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	$450.00	P-4	0.00	NM	5	$2,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$450.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$450.00	0.00									
N 7	WXYZ	09/19/12	09/25/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	$700.00	P-4	0.00	NM	5	$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$700.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$700.00	0.00									
N 8	WXYZ	09/19/12	09/25/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	$800.00	P-4	0.00	NM	5	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$800.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$800.00	0.00									
N 9	WXYZ	09/19/12	09/25/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	$900.00	P-4	0.00	NM	5	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$900.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$900.00	0.00									
N10	WXYZ	09/19/12	09/25/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	$900.00	P-4	0.00	NM	5	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	--111--	3	$900.00	0.00									
	Week: 09/24/12	09/30/12	11-----	2	$900.00	0.00									
N11	WXYZ	09/21/12	09/25/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1--1--	:30	2	$1,400.00	P-4	0.00	NM	2	$2,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	----1--	1	$1,400.00	0.00									
	Week: 09/24/12	09/30/12	-1-----	1	$1,400.00	0.00									
N12	WXYZ	09/20/12	09/25/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M-1-1---	:30	2	$700.00	P-4	0.00	NM	2	$1,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 09/17/12	09/23/12	---1---	1	$700.00	0.00									
	Week: 09/24/12	09/30/12	-1-----	1	$700.00	0.00									
N13	WXYZ	09/24/12	09/24/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M------	:30	1	$10,000.00	P-4	0.00	NM	1	$10,000.00

WXYZ

Contract / Revision **304352** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 07/11/12 / 09/14/12 Order Sep 00:20:00

Advertiser **Citizens Protecting Michiga** Product **Citizens Protecting Michiga** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N13	WXYZ	09/24/12	09/24/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M------	:30	1	$10,000.00	P-4	0.00	NM	1	$10,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/24/12	09/30/12	M------	1	$10,000.00	0.00									
N14	WXYZ	09/25/12	09/25/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	$10,000.00	FX	0.00	NM	1	$10,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/24/12	09/30/12	-T-----	1	$10,000.00	0.00									
N15	WXYZ	09/22/12	09/22/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	$350.00	P-4	0.00	NM	1	$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	-----S-	1	$350.00	0.00									
N16	WXYZ	09/22/12	09/22/12	ABC College Ftbal 330-7p ABC's Cllge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	$2,500.00	P-4	0.00	NM	1	$2,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	-----S-	1	$2,500.00	0.00									
N17	WXYZ	09/22/12	09/22/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	$900.00	P-4	0.00	NM	1	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	-----S-	1	$900.00	0.00									

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*WXYZ*	*09/17/12-09/23/12*	*Access Saturday*	*7-8pm Sat*	*------Sa--*	*:30*	*~~($900.00)~~*	*0.00*	*NM*
	See MG 17.2								
	[early news Sa 7pm]								
2	WXYZ	09/22/12-09/22/12	Early News Sa 7p (Foll Sport	7pm Sat	------Sa--	:30	$900.00	0.00	NM
	Ⓜ MG for 17.1 09/22								

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N19	WXYZ	09/23/12	09/23/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	------S	:30	1	$500.00	P-4	0.00	NM	1	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	------S	1	$500.00	0.00									
N20	WXYZ	09/23/12	09/23/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	------S	:30	1	$2,500.00	P-4	0.00	NM	1	$2,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	------S	1	$2,500.00	0.00									
N21	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	------S	:30	1	$700.00	P-4	0.00	NM	1	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/17/12	09/23/12	------S	1	$700.00	0.00									

Totals 57 $68,100.00